6/6/84 S2710-2 A

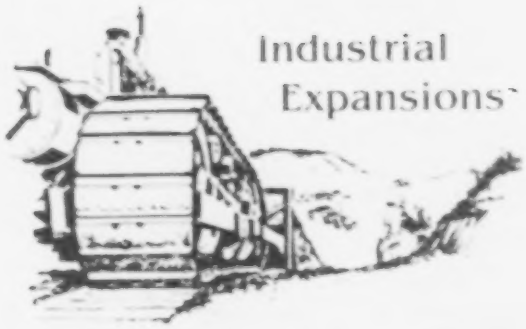
April, 1984

Digest

Iowa Development Commission

Story on page 3

Meet the IDC's Community Resources Group —



Industrial Expansions

Services hot in spring boom

Wallace Business Forms

Wallace Business Forms of Hillside, Illinois, is expanding production facilities in Osage. When completed, the addition will add 105,000 square feet and up to 70 new employees.

The city of Osage has supported the venture with passage of a $7 million Industrial Revenue Bond.

Holiday Express Corporation

A 20,000 square foot speculative building constructed in Estherville has been acquired by Holiday Express Corporation, an Estherville trucking company.

Estherville applied for and received $250,000 from the Iowa Community Development Loan Program, which will be loaned at no interest to Holiday. The city's match of 50% will take the form of utility and road improvements to the property.

Holiday will finish the building interior and is expected to add 17-20 employees.

New Energy Limited

A group of Iowa investors recently unveiled plans for a $34 million ethanol plant to be located in Oelwein. Though financing will be provided primarily by a Houston trust fund, the facility will be Iowa-owned.

The plant will be built on almost ten acres of Oelwein's industrial park and will produce ethanol 24 hours a day, for a total of almost 8 million gallons annually.

Construction is expected to take about twelve months, and will commence as weather permits. The completely computerized plant will employ twenty people.

Great Plains Furniture Co.

Jody Keener, owner of Great Plains Furniture Co. in Kansas City, will move the production facility to Oelwein this spring.

The company will move into a 25,000 square foot building formerly used for corn storage and most recently home of Triangle Plastics. Great Plains Furniture, manufacturer of kitchen and dinette sets, also has a mattress factory in Cedar Rapids.

Keener, a former resident of Cedar Rapids, expects to employ twenty initially, with personnel projected at fifty by year end.

Klein Tools Inc.

Expansion of their Cedar Rapids warehouse will increase Klein Tools Inc. to 173,000 square feet and add sixteen jobs.

Construction is scheduled for completion by this September.

Plans for expansion in 1984 were predicted when the facility opened in 1980. However Michael Klein, president and chief operating officer, notes that the excellent local work force and overall community influenced the decision to proceed.

The Cedar Rapids warehouse is Klein's distribution center for marketing their heavy-duty tools nationwide and internationally. Headquarters is located in Chicago, with manufacturing facilities in Chicago, Kansas, Arkansas and Arizona.

Norplex Division/UOP Inc.

Plans have been announced for expansion of the Norplex manufacturing plant in Postville.

The addition of 12,000 square feet is expected to add 30 jobs to the current payroll of 100. Construction should be complete by year end.

Plans include closing the plant presently located in Black River Falls, Wisconsin. The Postville facility will then incorporate the fabricated parts function with copper clad and industrial plastic laminates for the electronics, computer, telecommunications and aerospace industries.

Norplex has other plants in Wisconsin, Indiana, Arizona, West Germany and Hong Kong.

Oral Ceramics of Iowa

Remodeling is underway at the former Department of Transportation building in Mount Pleasant to prepare the facilities for Oral Ceramics of Iowa, a firm which manufactures dental crowns and bridges.

Principles in the firm, Ray Garcia and Lee F. Bebb operate another laboratory in Heber Springs, Arkansas. Mount Pleasant was chosen for the new facility because the closest comparable firm is sixty miles away. Oral Ceramics will offer pickup and delivery service to dentists within a 60-70 mile radius of the new plant.

Five employees will begin work immediately, with as many as 25 expected by the end of 1984.

General Electric Co.

Plans for a $5 expansion have been announced at the Burlington plant of General Electric. The new facility will allow GE to produce vacuum interrupters as well as the current product, telephone switchgear.

Construction is expected to begin this spring.

Cont. on page 18

Schaffner leads group in development efforts

John Schaffner is a new face at the Iowa Development Commission, but an old pro in state government. He worked for the Department of Public Safety from 1970 until the Governor asked John to serve as interim director of the Iowa Racing Commission in June of '83. He joined the IDC as group manager of Community Resources in October.

John's introduction to Public Safety was in Northeast Iowa as Community Safety Education Consultant for 24 counties. In late 1973 he was transferred to Des Moines to become assistant to the Commissioner of Public Safety, with primary responsibility for liaison activities with the Legislature.

A native of Milwaukee, John was introduced to the charms of Iowa via St. Ambrose College in Davenport. Why did the big city boy choose a quiet little Iowa college? "I wanted a small liberal arts college outside an urban area, yet close enough to get home on weekends." He liked the warm, cordial atmosphere of St. Ambrose, and in fact it was there he met his future wife, Margie, a student at Marycrest. Graduating in 1966, John and Margie moved to Postville, where John taught high school until he joined the DPS in 1970. By this time the Schaffners had begun their family of four daughters.

John's excited about the potential for development throughout Iowa. "Now that our complete staff is in place, there's so much we can do," he notes. "There's a lot of energy and enthusiasm in local communities; our folks can help channel it into some very productive avenues of economic growth."

The first step is completing a CQR, he stresses. "It's amazing that more communities haven't taken advantage of this resource. It's a 4-page calling card when dealing with new business prospects. And it's a critically important tool for both the individual community and the Iowa Development Commission."

Another important function of the Community Resources group is helping communities form local economic development organizations. "There are surprisingly few," John stresses. "We're anxious to revitalize those that haven't been active, and help communities that haven't taken advantage of this concept put something together."

"The Regional Managers are a vital connecting link between every community and the Iowa Development Commission. Local government entities, Chamber personnel and industrial or economic development organizations can all plug into IDC resources through their Regional Manager."

Schaffner also expects that Regional Managers will become increasingly involved in existing industry programs. "About 80% of new jobs result from existing industry," he notes. The key to an effective program is to assure that local leaders keep in touch with existing industry to identify ways in which to enhance their mutual development.

John is looking forward to introduction of a new incentive for local development, the Community Economic Preparedness program. "It provides benchmarks against which a community can measure its progress. It's voluntary and unlike ICB, non-competitive. Other programs throughout the country have been very successful, and we know ours will be too." CEPP is scheduled to be launched sometime this spring.

Another new IDC development tool is the Community Reference Center, a library of videotapes produced independently throughout Iowa. "You just can't imagine the response we've had to this kind of presentation," John notes. "A business prospect comes into the IDC office and not only can we provide the statistics available in the CQR, but we can actually give him a preview of what a community is like.

(Cont. on page 4)

(Cont. from page 3)

More often than not that just whets a prospect's interest in making an actual visit to the site." The IDC offers advice on how to put together such a presentation via the Regional Managers and Bill Lindstrom, the IDC's Audio-Visual Manager, who can refer local economic development groups to the appropriate production companies.

"There are so many ways in which we can help local developers," says Schaffner. "We hold an average of one simulated prospect tour per month in which we bring three to four strangers into the community to act as prospects would, then we let the local people do their thing. It really helps them identify what they've forgotten in the overall marketing package." "It's also important for local communities to keep a current Available Buildings file. That's what many prospects are looking for — a building that's already in place that could be altered to make it suitable for a timely move." The IDC Available Building form provides a professional summarization of each site.

"My primary concern," notes Schaffner, "is that Iowa continues to lose our most valuable resource: highly educated young people who need opportunities to develop their careers here in Iowa. Many of our communities are diamonds in the rough. With just a few refinements they can be real viable candidates for economic growth. And as new industry comes into the state we'll be able to stem the mass migration of our youth. They love Iowa, they're comfortable here, but they have a hard time finding jobs. It's a powerful incentive to roll up our sleeves and get to work."

Blum eastward-bound

Julie Blum made a few detours on her way from Iowa City to the Iowa Development Commission. A graduate of University High School and the University of Iowa, Julie took her business training to the Marshalltown Chamber of Commerce for a little practical experience. As assistant manager and then interim manager, she had some contact with the IDC area representative.

"Under the old system, an area rep was responsible for programs in all areas of specialization for a particular region," Julie explains. "The current system is much more logical. While I'm the liaison for Eastern Iowa, there's a whole staff of people at the IDC with expertise that ranges from agriculture to tourism to communications. I can put you in touch with the right person."

Julie left Marshalltown to take a job as membership manager at the Pasadena Chamber of Commerce, then moved on to the West Covina Chamber as assistant manager. Her California days were stimulating, and warm, but Julie was glad to come back to Iowa when she and her husband were ready to start a family. "Iowa is just a much nicer place to raise kids," says Julie. (Two-year-old Scott will have a new brother or sister this fall.)

Julie joined the IDC in July of 1982 as a member of the existing industry program.

She became Regional Manager for Eastern Iowa with the IDC reorganization last fall, and has enjoyed working with individual communities since then. "Each one is doing something unique," she stresses. "It's great to see them design development efforts to suit their specific strengths."

Julie's a graduate of the Basic Economic Development course at the University of North Carolina, and is enrolled in the Economic Development Institute. She's also an alum of the Institute for Organizational Management at the University of Colorado.

Calvert cites self-motivation

Debbie Calvert has been at the Iowa Development Commission a long, long time. You might even say she's grown up here. Working her way up from the secretarial position she held in 1975, Debbie was promoted to program coordinator, Industrial Development, in 1979. It was then that she refined the Community Quick Reference (CQR) form, and the Available Building program to provide more comprehensive information.

In September of '83 Debbie was offered the position of Regional Manager for the Community Resources group, with responsibility for the thirty-five counties of Central Iowa. She spends an average of three days a week on the road, knee deep in presentations to city councils, Chambers of Commerce and local development groups.

A native of Monroe, Debbie was raised in a rural area, and graduated from Monroe High School in 1973. She lives with her husband and two daughters in Waukee.

The challenges of community development are offering Debbie ample opportunity to get out and mingle. The greatest need and hence the greatest satisfaction is education. "Economic development doesn't necessarily mean a smokestack," says Debbie. "It could be a new doctor or dentist. It could involve updating the infrastructure . . . sewage and water lines, power availability. And it certainly doesn't happen overnight. Most communities just have no idea how to go about it. They must start at the very basics and develop a marketing plan

(Cont. on next page)

Cont. from page 4

so when prospects come to town they really have their act together."

Most of Debbie's community contacts reinforce a common theme: We've got so much to offer, but how do we sell it? The first step is filling out a CQR, Debbie stresses. It's amazing that of 956 Iowa communities, there are only 205 who've made use of this valuable marketing tool. It's basically a statistical summary of the physical properties in a community. Basic information on schools, churches, property, utilities and labor availability provide potential investors with the data they need to evaluate whether a visit to the community would be worthwhile. Without that current information your community doesn't exist.

An experience of Debbie's at the end of last year illustrates this maxim perfectly. Property was available in Polk City, but local citizens weren't sure about what types of industry they should target. After sitting down to some honest self-evaluation, they discovered that their location between metropolitan Des Moines and the Saylorville Lake was better suited to commercial development than industrial. They completed a CQR, are planning to incorporate, and will form a development group. Since then they've had three business inquiries.

This experience is typical, says Calvert. "We're here to help, but when the initiative comes from the community the possibilities are unlimited."

Iowa Community Betterment loves Barbara DuVall

Barbara DuVall, a native of Des Moines and an East High graduate, was supervising 82 people as a branch manager for Sarah Coventry in Milwaukee when she decided to move her family of four back home to Iowa. She supported her brood with a position as an office manager

and then a brief stint at the IDC before she connected with Joe Batten of Batten Batten Hudson & Swab, a management consulting firm known worldwide. Barbara traveled around the country giving seminars on time management, communications skills, Transactional Analysis and Joe Batten's "tough-minded philosophy for living and working." Then an opportunity came up to be the assistant director of the Iowa Community Betterment program.

Barbara's spent the past four years visiting communities, holding "idea" meetings, organizing workshops, lining up judges and making arrangements for the annual celebration of achievement, Recognition Day.

Following reorganization of the program in the fall of '83, administration of ICB was taken over by Bobbie Finch from the Governor's Office for Volunteers. That wonderful natural resource, Barbara DuVall provides support from the Iowa Development Commission.

Bobbie and Barbara are full-steam-ahead on Iowa Community Betterment '84. New rules of participation will include more communities, offer new award categories, and get more of Iowa's young people involved with a bigger and better Youth Program that assures them a vital place in community development.

The ICB Guidebook is now ready for distribution, and Barbara is anxious to get it into the hands of all those community volunteers who are rarin' to go. "Unlike last year," she notes, "there won't be an automatic mailing to former participants. Be sure to get in touch with either Bobbie or me, and we'll get your name on our mailing list. Iowa needs Community Betterment, and it's going to continue to be a driving force in creating aggressive, self-directed communities all across the state." ✤

(See page 18 for more on the Community Resources group)

Fresh from Siouxland

The newest regional manager came to the Iowa Development Commission in March by way of economic development in Sioux City.

Barb Weber, the youngest in a family of seven children, lived on a farm near Anthon until she was fourteen. Graduating from Anthon-Oto High School in 1977, she went on to Iowa State University to major in Consumer Science. Degree in hand, she sought job opportunities in Western Iowa and Minnesota before connecting with Gary Owens, direc-

tor of the Sioux City Industrial Development Council. (The Council has since merged with the Sioux City Chamber of Commerce to become Siouxland Association of Business and Industry.)

That one-and-a-half years in Sioux City was terrific training for her move to the Iowa Development Commission. As assistant to Owens, Barb worked pretty closely with the IDC on everything from feature film production to CQRs to prospect visits. In addition, the Council had an ambitious existing industry program that reinforced the importance of maximizing what communities already have.

A graduate of the Basic Economic Development course at Texas A & M, Barb is also a member of the Iowa Professional Developers. She's looking forward to working closely with the communities of Western Iowa, touring sites and industrial parks to familiarize herself with everything her region has to offer.

Barb might even agree that it's just a hop, skip and a jump from walking beans in Anthon to walking Western Iowa for the IDC. ✤

Midwest Trade Adjustment Assistance for Iowans troubled by exports

What can you do when foreign competition threatens the health and vitality of your business? Get help through a little-known program offered by the U.S. Department of Commerce.

The Trade Adjustment Assistance (TAA) program, authorized by the Trade Act of 1974, provides a unique and valuable combination of technical and financial assistance to domestic manufacturers trying to fight the uphill battle against importers. In order to identify interested and eligible firms, the Department of Commerce has established 13 regional Trade Adjustment Assistance Centers. The office servicing Iowa is located in Chicago.

The program contributes up to 75% on a cost-share basis for professional, outside consulting services. The result of these services, which are tailored to the company's individual needs, is the development and implementation of a strategic business plan for the firm's successful readjustment to current and anticipated market trends.

In addition, the program provides for direct, fixed rate loans of up to $1 million, government loan guarantees up to $3 million, and frequently access to additional, non-governmental sources of financing.

Eligibility for TAA has three prerequisites: A company must first show that increasing imports of like products have contributed directly to their decline in sales during the past two years, the company must demonstrate that its workforce has declined in that period and/or is facing imminent layoffs or closing, and finally, the company must have a real desire to recover.

Those who can respond positively to these criteria may file an application. There is no cost to apply, nor are there any strings attached. Once certified, eligible companies have two years in which to use the benefits.

TAA is not a relief or bail-out program to compensate companies for past losses, but a vehicle for the renewed growth and endurance of American industry. It is meant to address the import issue at the grass roots level by assisting companies on a case-by-case basis to become more competitive in today's international free market.

To make more detailed inquiries about how TAA can best meet your needs, call or write the Midwest TAA Center at 150 North Wacker Drive, Chicago, Illinois 60606, 312/368-4600.

Entrepreneur conference set for mid-May

Iowans who want to start or expand a business won't want to miss the "Central Iowa Entrepreneurs Exchange," a major two-day conference planned for May 11-12 at the Hotel Savery in Des Moines.

Several successful Iowa entrepreneurs will share their success stories in presentations and through personal discussions with conference participants. Representatives from the legal, accounting and finance professions, venture capital companies and marketing firms will be available for consultation.

More than 60 speakers are scheduled for the two-day program, including John Hanson, chairman of Winnebago Industries in Forest City; Marvin Pomerantz, president of the Mid-America Group in Des Moines; Duane Sandage, president of the Sandage Company in Ames; and William Knapp, founder and chairman of Iowa Realty Company, Des Moines.

Workshops will be devoted to topics ranging from "The Entrepreneurial Experience" to "Expansion — How to Do It and How to Manage It."

"The resources necessary for the development of an individual entrepreneur's enterprise exist in every community. However, there's usually no organized process to give an overview of what resources there are and how to use them," explained William J. McCrea, founder of the International Center for Entrepreneurs, Inc. (ICE), and coordinator of the event.

McCrea has run similar conferences in 18 other major cities and has an impressive record of success.

"Several of today's established Iowa companies were just an entrepreneur's dream some years ago," said Mark Threlkeld, director of the Bureau of Economic Development of the Greater Des Moines Chamber of Commerce, the major sponsor of the event. "This conference will allow Iowans to start companies in Iowa, to make arrangements for financing in Iowa, and to contribute to the economic well-being of Iowa."

The conference is being organized by local community leaders interested in promoting entrepreneurship in Iowa. A volunteer advisory committee chaired by Joseph Borgen, president of the Des Moines Area Community College, has helped McCrea select a faculty of experts for the two days of workshop sessions.

Conference registration is limited. More information is available by calling the International Center for Entrepreneurs at 1/800/428-5330.

Stratford celebrates success

Raffle winner Marvin Johnson watches while Stratford neighbors clean up the future Gustafson building.

Through the imagination of the local economic development group, and the efforts of local citizens, a prominent eyesore of a building has been transformed into the pride of Stratford.

Gustafson Glass Ltd. opened for business on January 1, 1984, in the renovated brick building that was once a thriving generai store.

A devastating fire had gutted the inside back in 1968. Since then the building was left to deteriorate, accumulating both junk and rodents while it detracted from the vitality of the community. That all changed when the city acquired the structure in June of 1983.

The Stratford Economic Development Corporation then devised a unique method for getting lots of work done, free, and raising money for fixed expenses at the same time.

Raffle tickets were sold for $10 each. The winner, Marvin Johnson, had the satisfaction of watching as other ticket holders labored mightily over this diamond in the rough. Money from ticket sales was earmarked to pay back the city for the cost of the structure.

Labor yields reward

The result? In January of 1984 Gustafson Glass Ltd. moved in. The Stratford Economic Development Corporation had acquired a long-term no-interest loan as incentive. In addition, a sales plan developed by the Stratford Mutual Telephone Company assured Kathy Gustafson the sophisticated communications system to meet the company's needs.

Keith Carlson, president of the Economic Development Corporation, is proud of the Stratford teamwork that's set a precedent for getting things done. The corporation's first project was construction of a medical clinic. $30,000 was gathered from fundraising, with the remainder borrowed. Carlson's a firm believer that much of community development depends upon maintaining local interest, so he makes the most of the momentum that's been generated by including the whole town in the celebration of their achievements.

(Cont. on next page)

Open house celebration

A town-wide open house fit the bill on March 9. The Chamber of Commerce tied in the grand opening of Gustafson's with the opening of several other Stratford businesses and offices. Kevin and Keith Leeds welcomed local citizens to Landes Refrigeration. Mike Nepereny and Chuck Becker opened the doors of C & M Sand and Gravel Co., Inc. Lyle Richey hoped that celebrants would window shop while they helped him commemorate the addition of Richey Motors' new used car lot. Dr. Jed Norris was there to welcome people to his new office in the Dental Building, and the medical clinic received an official christening as well.

KQWC from Webster City covered the event, live, for three hours.

Kathy Gustafson and Gary Davis, manager of the Stratford Mutual Telephone Co., celebrate the grand opening of Gustafson Glass.

No winding down

Keith Carlson has his eye on another vacant building, once the remaining obligation of $5,000 on the Gustafson building is paid off. Though the economic activity celebrated at the open house generated 45 new jobs, there were about 80 applicants, so there's room for more growth. The city is building a new water tower, and the Development Corporation is eyeing a possible renovation of the sewage system.

Carlson is also committed to completing the Community Quick Reference form that ties in Stratford's ambitions with the network of the Iowa Development Commission. "We proved we can make things happen in Stratford," says Carlson, "the sky's the limit."

Stratford mayor Trena Stevens officially welcomes Lyle Richey, owner of Richey Motors, a new business in town.

Make use of IDC publications

These are just a few of the publications available to the general public through the Iowa Development Commission. Most are free.

Digest — the monthly magazine of the Iowa Development Commission, highlights Commission and State of Iowa activities. **Free** Call 515/281-3098.

Statistical Profile of Iowa — facts and statistics on various sectors of the Iowa economy. **Free** Call 515/281-3925.

Directory of Iowa Exporters — lists companies alphabetically and by Standard Industrial Classification code. **Free** Call 515/281-3664.

1984 Calendar of Tourism Events — pocket size booklet lists Iowa events scheduled from April through September. **Free** Call 515/281-3100.

Community Guide to Industrial Development — a basic guidebook for local industrial development. **Free** Call 515/281-3536.

Directory of Iowa Manufacturers — lists companies alphabetically, by geographic location and by Standard Industrial Classification code. $15.00 Call/281-3664.

Iowa Economic Indicators

State of Iowa Office for Planning and Programming

GSP Drops in Third Quarter; Possible Fourth Quarter Growth Seen

A 16.7 percent drop in farm proprietors' income pushed Iowa's inflation adjusted Gross State Product (GSP) down slightly during the third quarter of 1983. Real GSP dropped 0.7 percent during the quarter, to 1.6 percent above its year-earlier level, and 3.3 percent higher than its low point for the recession, which occurred during the first quarter of 1982.

Several other GSP components rose during the third quarter to help moderate the d[illegible] in the total. Corporate profits rose by 7.6 percent, wages and salaries were up by 0.7 percent, and dividends, interest and rent rose by 1.8 percent.

Farm income for the final quarter of 1983 is expected to show a very substantial increase when data become available. This growth, coupled with the moderate growth exhibited during the period in the nonfarm sector, could push the GSP growth rate back into the positive for the fourth quarter. The fourth quarter increase in farm income is expected largely because nearly half of the farmers who signed up for the federal PIK program began realizing the rewards for their participation during the period. Farm income should remain at that elevated level during the first quarter of 1984 as well, since other farmers elected not to take possession of the government grain until after the beginning of the new tax year.

Industrial Production Rises

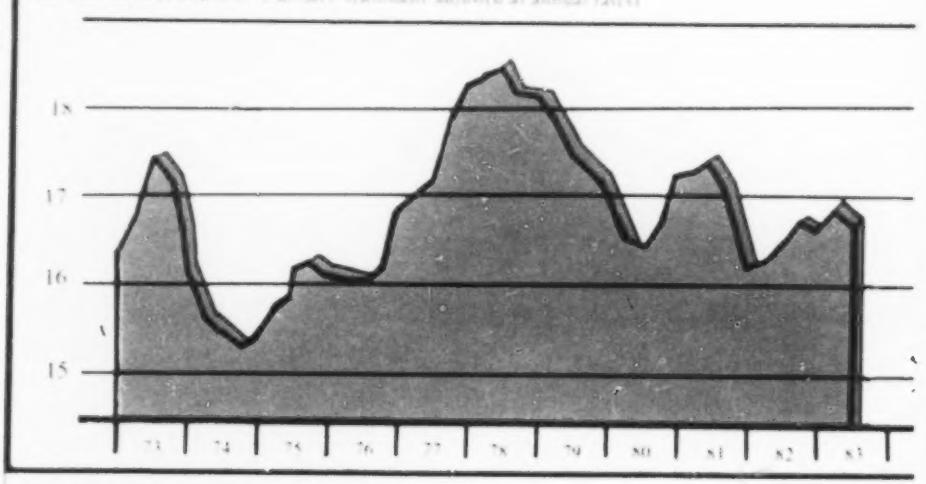
The Iowa Index of Industrial Production rose by 1.4 percent in January. This latest monthly increase marked the fifth consecutive monthly gain. The January rise was due to gains by five of the six industrial categories included in the index. Monthly gains ranged from a 1.5 percent increase in the production levels for fabricated metal products to a 2.9 percent increase in nonelectrical machinery. The lone industry to post a loss in January was food and kindred products, whose production fell by 1.4 percent.

Although the monthly gain left the total production index well below its five-year high, monthly increases left three of the index's six componets at or near their peak levels. The printing and publishing industry reached a five-year high in January. Production levels in the rubber and plastic products industry approached its peak level, while food and kindred products production receded slightly from the five-year peak reached during the previous month.

The rising production estimates of the past year have greatly outstripped employment gains in the manufacturing sector.

Iowa Gross State Product

(In billions of constant 1972 dollars, seasonally adjusted at annual rates)



Selected Economic Indicators

All Series Seasonally Adjusted

(All indices, 1967 = 100)	Annual Average 1981	Annual Average 1982	1983 Q 2	1983 Q 3	Percent Change from '83 Q 2	Percent Change from '82 Q 3
Iowa GSP (billions)						
Constant (1972) dollars	17.2	16.4	16.9	16.8	-0.7	1.6
Current dollars	33.5	34.0	36.2	36.3	0.2	5.8
Iowa Personal Income (billions)						
Constant dollars	16.1	15.2	15.3	15.3	-0.3	1.8
Current dollars	31.3	31.4	32.8	33.0	0.6	5.9
Gross National Product (billions)						
Constant dollars	1,513.8	1,485.4	1,525.1	1,553.4	1.9	4.6
Current dollars	2,954.1	3,073.0	3,272.0	3,362.2	2.8	8.8

	Annual Average 1982	Annual Average 1983	Dec. 1983	Jan. 1984	From Previous Month	From Previous Year
Iowa Industrial Production Index	139.0	140.6	148.9	151.0	1.4	17.9
Food & Kindred Products	138.7	140.8	145.8	143.8	-1.4	4.0
Printing & Publishing	160.1	167.0	177.2	181.1	2.2	16.4
Rubber & Plastics	252.3	293.2	306.1	314.5	2.7	21.5
Fabricated Metals	109.3	111.4	116.6	118.3	1.5	16.7
Nonelectrical Machinery	133.6	127.7	140.1	144.1	2.9	35.1
Electrical Equipment	114.4	112.5	116.5	118.7	1.9	8.7
Iowa Composite Indices						
Leading	126.6	139.4	141.9	143.1	0.8	9.5
Coincident	133.0	131.3	133.4	135.5	1.6	4.7
Lagging	127.4	128.0	130.2	132.5	1.8	2.9

BEST AVAILABLE COPY

Total Labor, Proprietors' and Corporate Income in Iowa

[illegible]

Goods-producing Industries Have not Gotten into the Swing of the Recovery Yet

Estimates of third quarter labor, proprietors' and corporate income by industry indicate that the state's recovery has not spread to all sectors of the economy. A substantial decline in agricultural income pushed total income in the goods-producing sector down by 0.5 percent during the period. In addition to agriculture, major income losers during the third quarter included nonelectrical machinery (down 5.0 percent) and electrical equipment (down 3.4 percent). Total income attributed to the service-producing sector rose by 1.0 percent during the period. Income from these service-producing industries is historically more resistant to declines caused by economic slowdowns. Although there has been some erosion in service-related income during the recession, the decline has not been as prolonged or as pronounced as the decreases felt by the goods-producing industries.

Real income in the agricultural sector posted its third consecutive substantial decline during the third quarter of 1983. However, short-term prospects for this sector appear to be good, many farmers' incomes will be bolstered during the final quarter of 1983 and the first quarter of 1984 as a result of their participation in the federal payment-in-kind program.

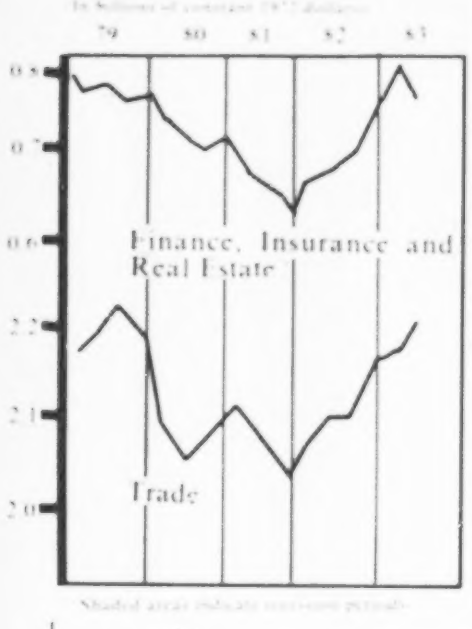
Long-term prospects for agriculture, particularly grain farming, are not as bright. A U.S. Department of Agriculture study projects a probable continuation of the chronic overproduction which has frequently depressed grain prices and farm income.

Real income in the construction industry rose by 3.8 percent during the third quarter of 1983 and reached its highest level since the final quarter of 1981. Reports of increasing housing sales indicate that new construction activity may begin to rebound. However, no large increase in income is expected for the final quarter of 1983; construction employment for the period was still 17.5 percent below its year-earlier level.

Total Manufacturing Income has Reflected the Economy's Gradual Recovery

Total labor, proprietors' and corporate income in the manufacturing industries has reflected the economy's gradual recovery during 1983. Estimates for the third quarter of the year indicate continued growth, moderated by the sluggish performance of the nonelectrical machinery industries. The 3.8 percent rise in total manufacturing income during the third quarter occurred despite the small changes exhibited by the major manufacturing sectors. Real income in the other durable goods industries, which includes lumber and furniture, stone, clay and glass products, and transportation equipment rose by 12.5 percent. Income in other nondurable goods industries, which includes chemicals, apparel and paper products, rose by 12.0 percent.

The lack of demand for farm and construction equipment has been especially



troublesome for Iowa's economy. Total income generated by the nonelectrical equipment industry fell by 5.0 percent during the third quarter. The estimate for that period is the second lowest in the twelve years for which estimates are available.

Real income among transportation, communication and public utilities industries has risen by 7.6 percent since its low point for the recession during the final quarter of 1982. The latest quarterly increase of 1.2 percent brought income in this sector to its highest level since the first quarter of 1981. It is expected that income in this sector will continue its moderate growth in the near future, as rising factory output spurs demand for trucking and warehousing services.

The drop in real income of 4.8 percent in the finance, insurance and real estate sector during the third quarter followed five quarters of impressive growth rates. The decrease occurred despite a lack of major disturbances in the credit markets, and stable employment in the sector. Employment remained relatively stable during the fourth quarter of 1983, so it is not likely that income from this sector will continue to decline.

During the Past Year, Both Retail and Wholesale Trade have Shown Growth

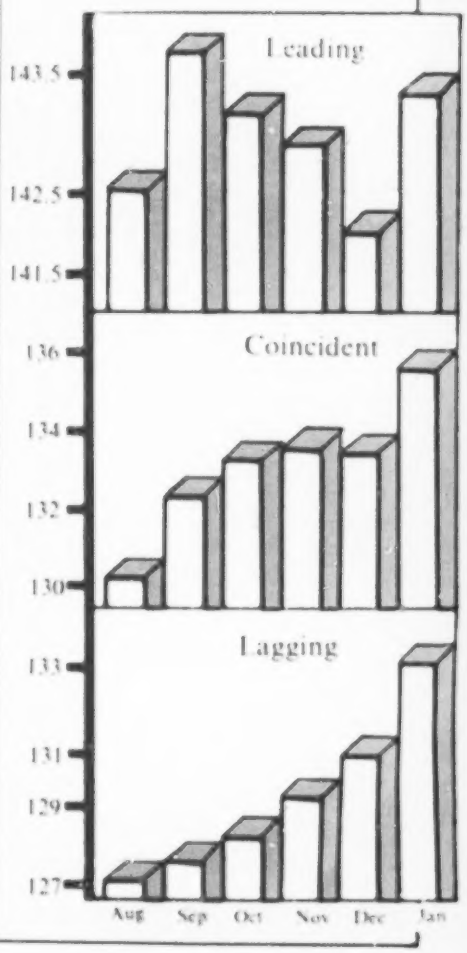
Real income generated within the trade sector rose by 1.4 percent during the third quarter, and has now increased for six consecutive quarters. During the past four quarters, both the wholesale and retail portions of the trade industry have shown growth.

Composite Indices Show Strength in January

Iowa's composite economic indicies were all pointed upward in January. The index of leading economic indicators, which had declined during each of the final three months of 1983, turned around and posted a 0.8 percent gain to start the new year. The increase in this index, which was designed to foreshadow changes in economic activity, should moderate concern about the economy caused by the index's decline at the end of last year. Although this one-month increase is not a clear reversal of the downward trend in the index, it does offer hope that the 1983 decline may have been a false signal. The January rise occurred as four of the index's five components emitted positive signals. The largest contributions to the composite's rise were made by a 3.6 percent increase in average manufacturing overtime hours and a 4.6 percent gain in residential construction contracts. The Standard and Poors' Index of 500 stock prices, which rose by 1.2 percent also exerted a positive influence. Initial claims for unemployment insurance fell by 0.1 percent, a positive sign, but not enough to affect the composite. The only negative sign amoung the leading indicators was a 4.2 percent decline in farm crop prices.

The Iowa Composite Index of Roughly Coincident Economic Indicators returned to a growth mode in January, following a one-month decline at the end of 1983. This index, which reflects current economic conditions, increased largely on the strength of a 1.6 percent rise in nonfarm employment and a 1.4 percent increase in industrial production. A rise of 2.3 percent in the number of new corporations also boosted the composite. Sales tax receipts adjusted for inflation fell slightly in January after posting increases during each of the five previous months. The January decline was slight, and did not affect the composite.

The Index of Lagging Economic Indicators increased for the sixth consecutive month during January. This uninterrupted period of growth provides confirmation of the moderate improvement in the Iowa economy during 1983. The latest increase was due entirely to a 9.0 percent growth in real income tax withholding receipts. The composite's two other components, unemployment insurance claimants' duration of unemployment and help-wanted classified advertising in the *Des Moines Sunday Register*, emitted negative signals. However, the downward pressure exerted by these two indicators was not enough to offset the strong increase in withholding tax receipts.



Labor Market Information

Job Service of Iowa

EMPLOYMENT UP 17,000 FROM JANUARY 1983

About 1,226,100 Iowans held jobs in January, a figure approximately 17,000 above the number employed across the state a year earlier. In January 1983 all employed workers had totaled 1,209,100, the apparent recession-low for Iowa employment. The manufacturing sector, where recalls to work were fairly frequent in the second half of 1983, account for most of the upturn. Employed factory workers totaled 206,000, up 15,700 from January 1983's 190,300.

The January unemployment rate of 6.4 percent represented 83,300 idled workers as compared to 8.3 percent and 110,110 unemployed in January 1983.

While employment was up over the level of a year ago and unemployment was down, the labor force still needed to attract another 9,800 persons to match the recessed labor force figures of January 1983. Employed Iowans plus unemployed persons actively seeking work totaled 1,309,400, as compared to a larger labor force of 1,319,200 a year earlier.

Labor force still below 1983 level.

Moving to month-to-month figures, employment dropped 30,900 between December 1983 and January, closing January at 1,226,100. The labor force fell and unemployment increased. Job declines centered around seasonal slowdowns in agriculture, contract construction, retail trade, and state education. The same December-January juncture has sometimes produced even larger drops in employment, even in nonrecession years. The junctures of Dec. '76 to Jan. '77, Dec. '77 to Jan. '78, and Dec. '78 to Jan. '79 recorded employment drops of 43,000, 38,800, and 54,500 respectively.

Acknowledgements

Office for Planning and Programming
523 East 12th St.
Des Moines, Iowa 50319

Edward J. Stanek, Ph.D., Director
Steven L. Rosenow, Staff Economist
Catherine A. Ruth, Graphic Designer

Iowa Department of Job Service
1000 East Grand Avenue
Des Moines, Iowa 50319

Richard Freeman, Acting Director
Larry Venenga, Labor Market Analyst

IOWA LABOR FORCE SUMMARY

(In Thousands)

	JAN 1984	DEC 1983	JAN 1983
Resident Civilian Labor Force	1,309.4	1,351.2	1,319.2
Resident Unemployed	83.3	64.4	110.1
Percent Unemployed	6.4	4.8	8.3
Resident Total Employment	1,226.1	1,286.8	1,209.1
National Unemployment Rate*	8.0	8.2	10.4
Iowa CPS Unemployment Rate**	6.5	6.7	11.5

*Seasonally adjusted rate.
**Current Population Survey (CPS) rate should be used for federal and state funding purposes.

LABOR FORCE, EMPLOYMENT, PERCENT UNEMPLOYED

Jan. 1983 thru Jan. 1984 (Non-CPS) State of Iowa

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
% Unemployed	8.3	8.1	7.5	6.9	6.1	5.8	5.6	5.7	4.5	4.4	4.6	4.9	6.4

IOWA NONAGRICULTURAL WAGE AND SALARY EMPLOYMENT

Place of Work Data - In Thousands

	JAN 1984	DEC 1983	JAN 1983	NET CHANGE FROM DEC 1983	NET CHANGE FROM JAN 1983
Total Nonagricultural	1,012.7	1,031.4	996.8	-18.7	15.9
Manufacturing	206.0	207.1	190.3	-1.1	15.7
Durable Goods	117.5	117.6	105.2	-.1	12.3
Nondurable Goods	88.5	89.5	85.1	-1.0	3.4
Nonmanufacturing	806.7	824.3	806.5	-17.6	.2
Mining	2.5	2.5	2.3	0	.2
Construction	26.0	28.9	27.0	-2.9	-1.0
Transportation, Communications & Utilities	49.4	49.4	50.0	0	-.6
Trade	258.2	265.0	258.7	-6.8	-.5
Finance, Insurance & Real Estate	59.7	59.9	58.6	-.2	1.1
Services	208.6	210.5	209.0	-1.9	-.4
Government	203.3	208.9	200.9	-5.6	2.4

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1] — January, 1984

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	110	740	Iowa City	150	1,552
Atlantic	116	356	Keokuk	14	296
Burlington	185	1,215	Marshalltown	157	794
Carroll	91	502	Mason City	167	844
Cedar Rapids	221	2,116	Muscatine	93	773
Centerville	21	266	Newton	35	425
Charles City	16	141	Oskaloosa	32	337
Clinton	177	932	Ottumwa	80	890
Council Bluffs	224	1,078	Sheldon	46	189
Creston	37	447	Shenandoah	98	584
Davenport	263	2,494	Sioux City	365	1,740
Des Moines	652	3,359	Spencer	77	447
Dubuque	202	1,621	Storm Lake	46	285
Fairfield	7	156	Waterloo	137	1,939
Fort Dodge	139	958	Webster City	33	270
Fort Madison	25	288			
			STATEWIDE	4,086	26,919

[1]All new applicants and job openings listed with Iowa Department of Job Service

Farm Retail Price Spreads

	Annual 1983	Annual 1982
Beef, Choice		
Retail price (cts. lb.)	238.1	242.5
Net carcass value (cts.)	145.4	150.7
Net farm value (cts.)	136.2	140.5
Farm-retail spread (cts.)	101.9	102.0
Pork		
Retail price (cts. lb.)	169.8	175.4
Wholesale Value (cts.)	108.9	121.8
Net farm value (cts.)	76.5	88.0
Farm-retail spread (cts.)	93.3	87.4
Dairy Products		
Retail cost (1967 = 100)	250.0	247.0
Farm value (1967 = 100)	262.1	261.9
Farm-retail spread (1967 = 100)	239.3	233.9
Eggs		
Retail cost (1967 = 100)	187.1	178.7
Farm value (1967 = 100)	206.1	189.8
Farm-retail spread (1967 = 100)	139.5	163.7

U.S. Consumer Price Index

	Dec. 1983	Nov. 1982
All Urban Consumers (1967 = 100)	303.5	292.4

Personal Income

Quarterly Periods	1983 II	1983 III	1982 II	1982 III
Personal Income ($000,000)	32,818	33,027	30,458	31,191

U.S. Composite Construction Cost Index

	November 1983	November 1982
U.S. Composite Construction Cost Index (1977 = 100)	157.8	152.7

Stock Index

	Iowa*	Dow Jones Industrial
Dec. 1983	237.36	1,258.64
Jan. 1984	218.23	1,220.58
Feb. 1984	208.12	1,154.63

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Business Data

	12 83	12 82	12 mos. 83	12 mos. 82
New Car Registrations	7,624	7,391	90,804	80,695
Iowa Savings & Loan ($000,000)				
Total Loans Closed	57.9	19.8	525.1	231.4
Savings	82.0	166.7	741.8	62.8
Work Force (000)	1,316.1	1,355.3	1,316.1	1,394.1
Unemployment	66.1	92.4	66.1	87.3
Rate (% of work force)	5.0	6.8	5.0	6.5
Employment	1,250.0	1,263.0	1,250.0	1,306.8

Average Price Received by Farmers

	2 84	1 84	2 83
Corn, bu.	$ 2.93	$ 3.09	$ 2.47
Soybeans, bu.	6.88	7.80	5.54
Oats, bu.	1.87	2.00	1.67
Hogs, cwt.	45.20	48.80	55.70
Beef cattle, cwt.	56.50	56.40	58.10
Calves, cwt.	63.00	59.70	64.20
Milk (whls), cwt.	13.10	13.30	13.50
Sheep, cwt.	18.90	19.10	21.30
Lambs, cwt.	61.70	61.30	58.90
Eggs (market), doz.	73	88	38
All hay, ton baled	85.00	81.00	55.00
Turkeys, lb.	40	47	31

Value of New Dwellings[1] ($000)

	2 84	2 83	2 mos. 84	2 mos. 83
Ames	$ 0	$ 0	$ 0	$ 65.0
Bettendorf	437.7	104.7	815.7	322.1
Burlington	0	145.0	0	145.0
Cedar Falls	73.0	32.1	131.5	32.1
Cedar Rapids	222.0	104.4	372.8	104.4
Clinton	0	0	0	0
Council Bluffs	794.6	0	1,509.4	29.6
Davenport	1,275.2	314.0	1,303.6	643.4
Des Moines	236.6	1,014.2	339.4	1,594.8
Dubuque	66.1	69.7	66.1	69.7
Fort Dodge	0	0	0	0
Iowa City	1,967.3	421.2	2,538.2	2,225.0
Keokuk	90.0	35.0	216.0	66.0
Marion	122.2	0	226.3	55.5
Marshalltown	0	0	0	0
Mason City	23.0	0	23.0	0
Muscatine	38.5	0	84.8	135.0
Newton	32.6	0	32.6	0
Ottumwa	0	35.0	0	85.0
Sioux City	57.0	0	119.2	0
Urbandale	1,621.4	273.4	2,127.3	299.3
Waterloo	46.6	42.6	46.6	75.6
W. Des Moines	483.1	550.8	660.4	610.1
TOTAL	$ 7,586.9	$ 3,142.1	$ 10,612.9	$ 6,557.6

[1]Single, two-family and multiple residential dwellings based on housing permits issued

Average Price Paid by Farmers

	2 15 84	2 15 83
Beef cattle concentrated, 32-36%	$ 13.90	$ 12.70
Hog feed, 38-42% protein	15.80	14.80
Soybean meal, 44% protein	13.50	12.00
Dairy feed, 16% protein	215.00	181.00
Poultry feed, layer ration	195.00	183.00

Commodity Feed Price Ratios

	2 15 84	2 15 83
Hog — corn[1]	15.4	22.6
Beef cattle — corn[1]	19.3	23.5
Egg — feed[2]	7.8	4.5
Milk — feed[3]	1.22	1.49

[1]Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight
[2]Pounds of laying feed equal in value to 12 eggs
[3]Pounds of concentrate ration equal in value to 1 lb. of wholesale milk

It's always great to hear from you —

Iowa Development Commission Telephone List

This month we begin a series profiling the divisions within the Iowa Development Commission. To supplement this effort, we've included a phone directory of the IDC staff. In the months to come you will learn more about the responsibilities of the various divisions and may wish to phone our personnel with specific inquiries or with information that may be of assistance in the economic development of our state. We welcome your calls.

The Area Code for the Iowa Development Commission is 515. When dialing from off the Capitol complex, the prefix is 281-.

Administration

Jack Bailey, Director 3251
Keith Heffernan, Deputy Director 3140
Jane Mitchell, Administrative Asst. 3682
Pauline Murphy, Confidential Sec. 5571

Community Resources

John Schaffner, Group Manager 5916
Julie Blum, Regional Manager 8477
Debbie Calvert, Regional Manager 8481
Barbara Weber, Regional Manager 8547
Barbara DuVall, Community Betterment 3803
Vivian Naber, Secretary 3536

Marketing

Special Projects
Jim Chupp, Manager 3027

Food Production & Processing
Lynette Broders, Manager 5376
Leann Smith, Marketing Manager 8328

Services & Distribution
Mervyl Olsen, Manager 3655
Luca Berrone, Marketing Manager 6823

Manufacturing & Technology
Craig Hamilton, Manager 3921
Ralph Schlaefle, Marketing Manager 3556
Dick Sorenson, Marketing Manager 3630
Marty Blubaugh, Marketing Manager 3500

International Trade
John Schissel, Manager 3581
Max Olson, Marketing Manager 3138
Cathy Koubek, Marketing Manager 8515

Visitors & Tourism
Paul Comer, Manager 3401
Dave Kjolhede, Marketing Manager 3529
Skip Strittmatter, Marketing Manager 5536

Jobs Training
Dale Braynard, Manager 8329
Sheila Langdon, Secretary 3664
Betty Szerencse, Secretary 3100
Mary Wright, Secretary 3210

Research & Development

Doug Getter, Group Manager 3036
Nancy Ryerson, Strategic Info. Mgr. 3001
Kim Van Eck, Strategic Info. Mgr. 3555
Ben Webb, Strategic Info. Mgr. 6295
Allen Williams, Strategic Info. Mgr. 3151
Marcella Phillips, Secretary 3925

Communications

Phil Thomas, Group Manager 3185
Jennifer Wilson, Creative Manager 3643
Pam Davis, Publications Manager 3193
Bill Lindstrom, Audio Visual/Film Mgr. 8319
Dana Greenlee, Secretary 3098

Government & Internal Affairs

Linda King Kading, Group Manager 3635
Beverly Allen, Personnel Officer 3468
Deb Cook, Receptionist 3251
June True, Accountant II 5791
Becky Ring, Lead Word Processor 6590
Barb Baker, Gestetner/Word Processor 3182
Terrie Long, Word Processor 3385
Gay Beaver, Mail Clerk 3679
Bob Woodyard, Mail Clerk 6485

Small Business

Max Milo Mills, Group Manager 8324
Fran Fleck, Call One Manager 8310
Carol Slater, Secretary 5522

The general office number for the Iowa Development Commission is 515/281-3251. Deb Cook, our receptionist, will be happy to direct your call.

Terrones service recognized

A. J. "Toche" Terrones, executive vice president of the Boone Chamber of Commerce, is the 1984 recipient of the Statesman Award.

Terrones received the honor at the Iowa Chamber of Commerce Executives conference in Cedar Rapids, April 6.

Jack Bailey, director of the IDC, presented the award, sponsored by the Iowa Development Commission Foundation to recognize outstanding professionalism and service to the state of Iowa by a chamber executive.

Terrones has been active in local and state tourism. He is currently president of Festivals of Iowa and vice president of the Iowa Travel Council. Iowans recognize Toche as the ubiquitous train conductor at Boone's annual Pufferbilly Days. He has also been active in the Iowa Community Betterment program.

"The energy and enthusiasm that Toche generates serves as an example to us all," notes Jack Bailey. "If we can multiply Toche's efforts by a thousand, Iowa will have one heck of a travel industry."

Terrones is the fifth recipient of the award.

Jefferson and AMF - a partnership that works

There's more than one way to skin a cat.

That kernel of All-American wisdom was put to good use last year in Jefferson. Jefferson Industries Inc. planned to build a 20,000 square foot structure on a four-acre site in the Jefferson Industrial Park. AMF American was under pressure to expand due to increasing demand for new products. They'd agreed to lease the proposed facility, conveniently located near the AMF manufacturing plant.

Once the project was underway, the development group learned that applications had been reopened for the Iowa Community Development Loan program, administered by the Office for Planning and Programming. Competition for Fiscal Year 1983 allocation of $4.8 million had already closed when it was decided to open a second competitive round of application, opening up an opportunity for Jefferson.

The Iowa Community Development Loan program is targeted for public works projects, as an alternative to issuing bonds. It provides no-interest loans for community projects that have proven their proposals directly impact local economic development. This saves interest costs entailed in projects like the Jefferson warehouse.

Dick Crane, City Administrator of Jefferson, notes that the ideal way to go about a project like this would be to get approval for the no-interest loan prior to getting the development project underway. But in this case, things worked out just right. The warehouse is now used for some manufacturing, as well as the shipping, receiving and storage for which it was originally intended, opening up valuable manufacturing space in the original AMF facility.

Jefferson put together a package that made it possible for an existing industry to expand, responding to market demand. The town benefitted by expanding the tax base. That's the kind of partnership that keeps Iowa in the pink.

"Sell Iowa" visits K.C.

One might have thought the Iowa state line had dipped about 100 miles south earlier this month when Kansas City, Missouri was inundated by no less than 18 Iowa community representatives and developers, along with Governor Terry Branstad and Iowa Development Commission staff.

The invasion marked the first leg of the "Sell Iowa" mission, a cooperative venture between the IDC and the Iowa Professional Developer's Association. The Iowa group did their best to convince Missouri and Kansas business executives that it would be mutually profitable to have one of their plants relocated in Iowa.

IDC Director Jack Bailey says the Iowa contingent met with 112 Missouri and Kansas corporate executives during the April 1-4 visit. Governor Branstad also hosted a breakfast for executives who are graduates of Iowa colleges and universities, and a luncheon for several corporate chief executives.

"Governor Branstad visited two companies with important Iowa ties while he was in Kansas City," said Bailey. "He met with Robert McFadin, president of the Marley Company, which has subsidiaries in Ames and Davenport, and he also called on the Board of Directors of Farmland Industries. Both firms were very impressed that the Governor of Iowa would stop by to meet them."

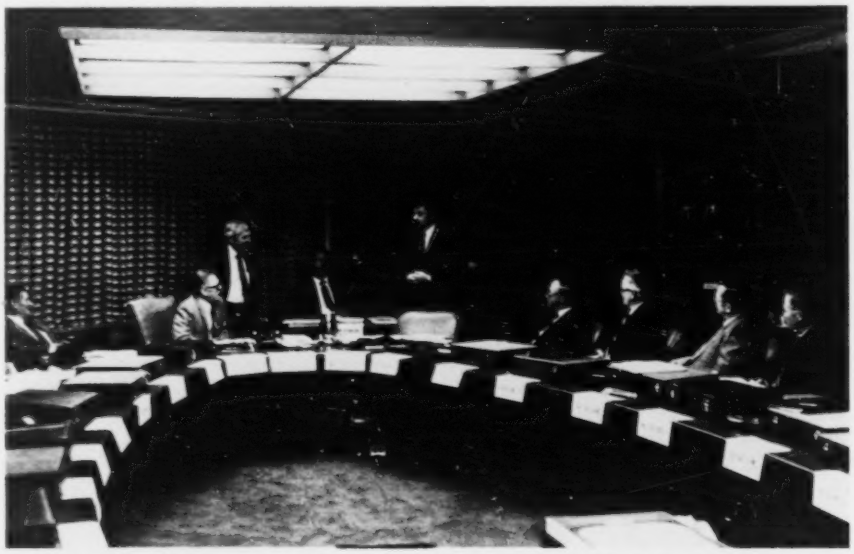
The Iowans were pleasantly surprised at the friendly reception they received. "Sometimes it's difficult to get in to see these business executives," said David Selene, executive director of the Red Oak Industrial Foundation. "But as far as this trip to Kansas City is concerned, we covered a lot of ground. The people we met were extremely cordial and willing to discuss their company plans with us," Selene added.

Both Selene and the IDC's Bailey say they'll be visiting more company executives in the months to come. Next on the "Sell Iowa" agenda is a trip to Minneapolis-St. Paul, followed by journeys to Chicago, Milwaukee, St. Louis, New York, Pittsburgh, Philadelphia and Cleveland.

"Those cities were chosen because of their high concentration of corporate headquarters with plants or facilities in Iowa," explained Bailey. "And of course those are the firms with the most potential for expansion in this state. It's important for us to renew acquaintances."

Community representatives attending the Kansas City trip included: Carl Adrian, Quad Cities; Terry Bailey, Sheldon; Bob Bruce, Storm Lake; Jim Castle, Polk City; Carol Groeschel, Clarinda; John Hodson, Ames; Glenn Ivarsen, Sioux City; Jim Knedler, Centerville; Jim Schipper, Lamoni; David Selene, Red Oak; Austin Turner, Corning; Chuck Wetherell, Storm Lake; and Roger Zimmerman, Grinnell.

Members of the "Sell Iowa" mission join Gov. Branstad to rally enthusiasm for sales calls in Kansas City.



Governor Branstad addresses the board of Farmland Industries in an effort to elicit plant relocations in Iowa.

The Iowa Product Development Corporation

Helping good ideas happen

You've developed a new product or a new system to the point where you can tell it's a winner. If you just had the resources to bring it to market. . . .

The Iowa Product Development Corporation committed their resources to four potential winners recently, when they filed letters of intention to invest in four Iowa companies.

The good ideas that will come to life include projects as diverse as a new telemarketing system, portable furniture, microcomputer systems, and a light reflective material. All four contain that elusive element, the seed of success.

The IPDC was formed by the Legislature in 1983 with the intention of stimulating the state's economic development by investing in enterprises that would have an uncertain future without special risk capital. An initial allocation of state funds (budget for Fiscal Year 1983 amounted to $729,000) got the program started. Eventually, the IPDC investments will begin paying off and allow more companies the opportunity to benefit from the program.

Electronic Technology Corporation (ETC) from Cedar Rapids received the first IPDC investment, announced in December.

Applications approved at the March meeting include Hafenlog Corporation of Iowa City, designer of microcomputer systems; Industrial & Business Systems, Inc. (IBS) of Bettendorf, manufacturer of telecommunications systems; Mach III of Mason City, manufacturer of light reflective heat-transfer material; and Pack-A-Long of Oakland, manufacturer of portable furniture. There have been over 130 inquiries about IPDC application this fiscal year.

Karla Fultz, IPDC chairperson, notes that the four approved applications are good examples of companies that "did their homework. The application process itself is very demanding," she adds, "and each of these individuals received additional requests for detailed information."

Ken Ryan of IBS in Bettendorf demonstrates product features to the IPDC, fellow applicants, and members of the press.

Complete financial data, projections, references and personnel data are required, as well as a comprehensive business plan. Doug Getter, IPDC acting president and manager of the Research & Development group of the Iowa Development Commission, hopes that the demands of application weed out those who aren't seriously committed to their concept. "This is not a financial source for harebrained schemes," he stresses. "We're seeking valid opportunities for the economic growth of Iowa. The four recently approved applications expect to at least double their payrolls in the next year, with more dramatic expansion projected a few years down the road. That's what this is all about, creating new jobs."

For more information on the Iowa Product Development Corporation, or to acquire an application form, phone 515/281-3925.

(Cont. from page 2)

An additional 30-40 employees will be required to staff the expanded facility.

Sernett Department Stores

Marv Sernett, chairman of the Carroll-based Sernett Department Stores, has announced plans to build a 30,000 square foot facility in Clarinda. Construction is scheduled to begin in April, with completion targeted for November.

The store is expected to employ 40 people, including part-time employees.

This will be the sixth Sernett store in Iowa. The others are located in Storm Lake, Spencer, Algona, Creston and Carroll. Clarinda was selected because there was a site available, and because there was a recognized market opportunity in this area.

Eaton Corporation

A new product assignment has resulted in expansion of the Eaton Corp. payroll in Hanover. Manufacturing of cruise controls for Chrysler will make use of available space on the premises, but will require almost double the number of employees, from current 135 to at least 235 at full production.

The Eaton plant serves the major appliance industry worldwide with production of appliance water valves. The cruise control product is being reassigned from the Eaton plant in Sanford, N.C.

Mid-Missouri Building Supply, Inc.

A wholesaler of specialty building materials has announced construction of a facility in Mt. Pleasant. Mid-Missouri Building Supply, Inc. will begin operations this summer when their new 18,000 square foot building will be completed. Initial employment is expected to number about six.

Mid-Missouri services about 35 building centers in this area.

City Carton Company, Inc.

Plans are underway to begin construction of a new facility for City Carton Company, Inc. in Mt. Pleasant.

The paper recycling company expects to locate their plant in the industrial park area of Mt. Pleasant, and anticipates operations being underway by this fall. The firm expects payroll to number six initially.

D.A.D. Manufacturing Inc.

D.A.D. Manufacturing Inc. will move from Cedar Rapids to Hiawatha this fall in order to facilitate expansion.

The metal fabricating job shop will occupy a 15,000 sq. ft. structure to be built in an industrial park just one block from an Interstate 380 interchange. The location of the facility played an important part in relocation plans.

The four-year-old company will increase payroll from 16 to 30.

D.A.D. builds prototypes for large manufacturers.

Louis Rich Co.

Plans are being finalized to open a Louis Rich Co. turkey processing plant north of Sigourney.

The facility will be located at the former Rawhide Ranch Bavarian Meat plant, vacant since 1982.

Other Louis Rich plants are located in West Liberty, New Berry, South Carolina and Modesto, California.

Al Becker, general manager of Louis Rich in Davenport, expects the Sigourney payroll to number approximately 60. Employment will be handled by the Sigourney office of Job Service of Iowa.

Naber holds down the fort

Vivian Naber is a familiar face and a familiar voice to many Iowans. Though she's now secretary for the Community Resources group, until the IDC reorganization she was affiliated with the Iowa Community Betterment Program.

Through her work with Barbara DuVall she's still ICB-connected, but Vivian is making good use of all the insight she's gained in her six years at the Iowa Development Commission by supporting the efforts of the entire group.

Born in Decorah, Viv graduated from Cresco High School. The mother of four daughters and grandmother of six, Vivian and her husband live in Des Moines.

Vivian explains that the three Regional Managers are responsible for sections of the state delineated roughly by two vertical lines (see map). That means there's lots of territory for them to cover, and lots of phone calls for Vivian to cover. She's pleased to be at the hub of a very active, very involved group of community-oriented professionals.

Weber
515/281-8547

Calvert
515/281-8481

Blum
515/281-8477

Learn by doing in Japan

International Internship Programs (IIP) has announced that it is seeking business people to work and live in Japan as part of a new, unique "Japan-United States Business Exchange Program." American managers will spend one to six months observing the operations of some of the world's largest companies.

Several major Japanese companies will participate in the program. Those expressing strong interest include Kobe Steel, one of the top steel producers in Japan, Dentsu, one of the largest advertising companies in the world, and Seibu Group, which owns and operates Japan's fastest growing department store chain.

Mr. Yoshikazu Ikeda, Director of IIP and head of the Tokyo office, stated that "the purpose of this exchange program is to give business managers and professionals the opportunity to learn and exchange management ideas and business techniques on-the-job through direct observation and interaction rather than through passive book or seminar learning." Ikeda added, "This type of exchange will promote understanding between Japan and the United States on all levels and do more to encourage economic cooperation than short-term tours or conferences."

Prior to departure, participants receive an intensive, one week orientation on the language, customs, lifestyle, history and business environment of Japan.

International Internship Programs, a U.S. non-profit organization, is designated by the U.S. Information Agency as an Exchange-Visitor Program. Since 1979 it has sponsored over 250 professional exchanges between Japan and the United States, Canada, Britain and Australia in education, journalism and nursing.

Individuals desiring more information on the "Japan-U.S. Business Exchange" should contact A. Barretto Ogilvie at International Internship Programs, 401 Colman Building, 811 First Ave., Seattle, WA 98104, or phone 206/623-5539. *

Economic dev. course targets small towns

Community leaders from small towns throughout Iowa may be interested in attending a special institute on business district revitalization this summer. The course is scheduled for July 21 to 28 at Cornell University in Ithaca, New York.

Sponsored by the National Trust for Historic Preservation, the institute is part of a training program in small town economic development being carried out by the Trust's National Main Street Center under an agreement with the U.S. Department of Agriculture's Office of Rural Development Policy and the Design Arts Program of the National Endowment for the Arts.

"We are looking for one hundred individuals who are directly involved with the challenge of putting new economic life back into the Main Street of America's small towns and rural communities," said Scott Gerloff, director of the National Main Street Center. "They may be retailers, bankers, state or local public officials, property owners, developers, chamber of commerce executives or other downtown professionals. Anyone actively working in small town revitalization could benefit from the program."

There is no tuition for the institute, although participants are responsible for travel and expenses. Course materials and a training manual are provided free of charge. The course includes field work, seminars and case studies.

The National Main Street Center has helped restore both the economic life and the architectural character of the central business districts of dozens of small towns. In the past three years, projects in 62 communities in six states have attracted more than $125 million in private investment and have helped start over 450 new businesses.

For more information on the institute, write to Downtown Development Institute, National Main Street Center, National Trust for Historic Preservation, 1785 Massachusetts Ave., NW, Washington D.C. 20036.

Iowa
DEVELOPMENT
COMMISSION

IDC DIGEST
April, 1984 Vol. XIII-No. 4

IDC COMMISSIONERS

Robert H. Meier, chrm. ..... Ottumwa
E. Thurman Gaskill, v. chrm. ..... Corwith
Michael Dunn ..... Bettendorf
David B. Hinton ..... Des Moines
Karen Merrick ..... Guttenberg
F. Forbes Olberg ..... Cedar Rapids
Jack C. Pester ..... Des Moines
Bill Riley ..... Des Moines
Ronald H. Schechtman ..... Carroll
Robert L. Thomson ..... Charles City
Gerald L. Weiner ..... Sioux City

Published monthly by the Iowa Development Commission, 600 E. Court Ave., Suite A, Des Moines, Iowa 50309 515/281-3251.

©1983 Iowa Development Commission. We encourage reprinting of material contained in the Iowa Development Commission *Digest*. For permission to reprint, call Editor at 515-281-3193. When reprinting, please credit the Iowa Development Commission *Digest*.

Jack C. Bailey ..... Director
Keith Heffernan ..... Deputy Director
Marketing 281-6785
John Schaffner, Community Resources 281-5916
Doug Getter, Research & Development 281-3036
Phil Thomas, Communications 281-3185
Linda King Kading, Government & Internal Affairs 281-3635
Max Milo Mills, Small Business 281-8324

Iowa Development Commission
600 E. Court Avenue, Suite A
Des Moines, Iowa 50309

Address Correction Requested
Include Mailing Label Number
Return Postage Guaranteed

BULK RATE
U.S. POSTAGE
PAID
DES MOINES, IOWA
PERMIT NO. 1195

00001 013946
WALDMAN, CHERYL
CONGRESSIONAL INFO. SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA, MD 20814

You've thought about it long enough -

Business women from Iowa and Nebraska will gather at the Des Moines Marriott Hotel for a two-day conference on May 14 and 15. The conference is targeted to business owners and those with ownership ambitions.

The Women's Business Ownership Conference '84, sponsored by the U.S. Small Business Administration, will offer workshops in all areas of commercial enterprise, including "How to Develop a Business Plan," "Start-Up Financing," "Making the Computer Decision," "Opportunities for Profits Overseas," "Doing Business with the Feds," "Working with your Accountant," "The Best of Both Worlds — A Business at Home," and a special group of seminars for farm women. There will be a total of 47 workshops from which to choose.

Exhibit space will be available to those wishing to promote existing businesses. The conference will also offer the opportunity for women business owners to meet with purchasing managers of major corporations and government agencies.

Keynote speakers for the conference are Kate Rand Lloyd of *Working Woman* magazine, New York, and Barbara Gardner Proctor, president and owner of Proctor and Gardner Advertising, Inc., Chicago.

Conference participants will gain a glimpse of the future via an address by Corinne Kuypers-Denlinger, director of research for the Naisbitt Group and editor of Trend Report. John Naisbitt is the author of *Megatrends*, a best-selling book on preparing oneself and one's business for the future.

For more information on the conference or to reserve exhibit space, phone Fran Fleck or Jane Mitchell at the Iowa Development Commission, 515/281-3251.

WOMEN'S BUSINESS OWNERSHIP
·CONFERENCE 84·

BUILDING A BRIGHTER FUTURE

If you're a woman who owns or is planning to own a business, you're one of over 3 million American women helping to shape this country's economic future.

Women's Business Ownership Conference 84 offers workshops in creative financing, management skills, new technology, marketing and much more...plus the chance to make valuable contacts. Let's build a brighter future — together.

SBA 30
U.S. Small Business Administration
1441 'SE NW Washington D.C. 20416